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U. S. Department of Agriculture

Easter Plants



Tausendschon Rose—See page 5

HOLM & OLSON

(Incorporated)

“THE HOME OF FLOWERS”

Easter Sunday
April 23, 1916.

20, 22, 24 West Fifth St., ST. PAUL, MINN.

Place your orders early and we will reserve the best for you

WE OFFER herein the best of everything in Blooming and Decorative Plants, etc., for the Easter Holidays. We have grown these for our retail trade and they will be just right for the occasion. If you do not know what to order tell us where you want to use it and what you wish to pay and we will select you good value for your money, pack carefully and ship promptly.

FLOWERS DELIVERED BY TELEGRAPH ANYWHERE—AT ANY TIME



We are members both of the Florists' Telegraph Delivery Association and the National Florists' Corporation and can on short notice have flowers or plants delivered at any address or on board steamers when about to sail. This arrangement has proven very satisfactory and our customers can rely on their orders always being filled in a prompt and courteous manner.

Send your order just as soon as possible. This will assist us in shipping it promptly and assure you of getting what you want before our selection is broken.

At the prices quoted we deliver anywhere in the Twin Cities free of charge where the order amounts to **\$1.50** or more.

TELEGRAPH CODE

ORDERS BY TELEGRAPH OR TELEPHONE. When flowers, etc., are wanted the same day or next, it is best to telegraph or telephone. The following Cipher Code will be found useful and saves cost of telegrams:

WoolSend on afternoon train today.
WonderSend on early train tomorrow.
WorldSend on afternoon train tomorrow.
WaveSend today or on early train tomorrow.
AnticipateAnswer whether you can fill order or not.
AdjacentIf cannot send on train mentioned, next one will do.
DecorateIf cannot send all on train mentioned, send balance on next train.
DrivingNo substitution allowable. Fill order as given.
FlockingHave sent mail order; if not yet received, send following at once, cancel mail order.
DurableWhite flowers only for funeral purposes.
DilateFlowers for funeral purposes, at your discretion.
Flowers(or **Cut Flowers**)—Assorted colors and kinds are desired.
HailPrepay express charges and charge to me.
SnowThis is for a token; my card to accompany same.

Our store is open week days from 7:00 a. m. until 8:00 p. m.; on Sundays from 8:00 a. m. until noon. During these hours we can be reached by either telephone or by telegraph. We can also be reached at all other hours by night call telephones or telegraph.

On Sundays and Holidays we have no mail delivery. Parties sending mail orders to reach us those days should attach "Special Delivery Stamps" to their letters and thus avoid disappointment and delay. If there is any doubt about your letter reaching us in time you had better telegraph or telephone.

When you are in the city we want you to call. You will always be welcome, whether buying or not.

HOLM & OLSON, INC.

"The Home of Flowers"

PHONES { T. S. 627 and 852; Night Call, 4379
N. W. Cedar 851; Night, Dale 2739, Cedar 5359

Saint Paul, Minnesota

Surprise and please your friends in distant cities with a box of flowers

We ship only one grade --- THE BEST



Greenhouse View—Easter Lilies and Hydrangeas

Blooming Plants

Our greenhouses are brimming full of choice plants grown for our retail trade which will be "just right" for Easter Day. They have been grown cool—not forced—and are strong and sturdy, which is a great advantage in packing and shipping. We pack in the most approved manner and ship to remote points without injury to the plants. Large orders can be shipped by refrigerator car freight—small shipments should always be shipped by express.

We cannot ship plants by parcel post.

Orders for less than \$1.00 are not solicited, as the expense of packing is too great.

As plant orders are always packed and shipped from our greenhouses, we cannot combine them with cut flower shipments, which are always made from our city store.

Easter Lilies

Since their introduction into the United States, some thirty years or more ago, these beautiful flowers have grown in favor until it taxes the skill of the grower and the capacity of the greenhouses to the utmost, to supply the demand. The Giganteum, the latest and best type, is the variety now generally grown for Easter. Our stock has been grown slowly and is extra strong and firm for shipping. Plants range from 18 to 36 inches in height. Prices \$1.00, \$1.50, \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00 per pot.

Azaleas

These are, next to the Lily, the most popular Easter Plants grown. Our assortment of varieties this year is exceptionally good and our stock the finest we have ever grown. The blossoms are just at the proper stage of development to be at their best for Easter. They range from pure white, through the various shades of pink and variegated to dark red. The pink shades and white are the best bloomers. First size, \$2.00. Second size, \$3.00. Third size, \$5.00. Larger at \$10.00, \$15.00 and \$25.00.

Deutzias

These are among the showiest of our spring flowering plants. They are of dwarf growth and form round bushy heads, about 15 inches high above the pot, that are well filled with pure white flowers, especially desirable for church decorations. Each \$1.50.



Azalea

If you don't know what to select, leave it to us

These roses will give you continuous pleasure throughout the season



The
Baby
Rambler

Blooming Rose Plants

Our stock comprises all the newest and latest importations from Europe, as well as the older sorts of merit. They are all beautiful and desirable and when through blooming can be planted outside and will blossom again during the season. Some of them are hardy and will live during the winter if well protected.

Baby Tausendschon—Flowers a little larger than the Rambler, a bright showy pink. Prices \$1.00 to \$3.00 each.

Ellen Poulsen—A very fine dark, brilliant pink, large, full sweet scented blossom, vigorous in growth and a prolific bloomer. Price \$1.50 and \$2.00.

Erna Teschendorf—Large, deep carmine blossoms, double. The color does not bleach out in the hot sun. Price \$1.00 to \$3.00.

Excelsa—The new crimson climber; harder than the old Crimson Rambler; the flowers hold their color better, and the plants are free from mildew. Price \$2.00, \$3.00 and \$5.00 each.

Jessie—Light Crimson, of the same habit as Baby Rambler, but holds its blossoms better. Price \$1.00 to \$3.00.

Baby Rambler

These form compact bushy heads, well filled with clusters of bright crimson flowers which last a long time. The plants are dwarf in growth, (ranging from fifteen to twenty inches in height) are stocky and will bloom incessantly the entire summer. After the blossom fades, when the weather becomes warm, plunge the pot in the soil outside, in plenty of sunlight and water freely, and you will be surprised at the wealth of bloom throughout the season. In the fall the plant can be taken up and kept in a cool, light basement, in a semi-dormant condition and started into growth again as Easter approaches. The variety is also very fine for planting in beds in the open. Prices \$1.00, \$1.50, \$2.00, \$2.50, \$3.00, \$4.00 and \$5.00 each.

Wartzburg—An improved Tausendschon with large, carmine blossoms. A strong grower and profuse bloomer. Price \$1.50 and \$2.00 each.

Orleans—Bright red and pink, center slightly shaded white. Foliage a beautiful bright green. Price \$1.00 to \$3.00.

Mrs. Cutbush—A very prolific bloomer; a pink baby rambler, very desirable. \$1.50 and \$2.00.



Baby Tausendschon

Plants and flowers are the most appropriate gifts for the sick

Not only an Easter token but an all summer pleasure

Dorothy Perkins

The Perfect Pink Rambler. Without question one of the finest pink climbers in existence. The flowers are a soft shell pink, flowering profusely in large clusters, very fragrant and last a long time. It is perfectly hardy, with slight protection, in many locations and is a grand rose in every particular. Our stock is extra fine and will be in perfect shape for Easter. Price \$3.00 to \$10.00 each.

Tausendschon---The Queen of Ramblers (See Front Cover)

The most distinct rose in cultivation and for Easter blooming the most beautiful. The individual flowers are very large, some of them measuring three inches across and of a most elegant and graceful form, not stiff or unnatural, but as soft and beautiful as a semi-double Azalea. In color it is a most delightful shade of shell pink when first opening, changing to carmine on the reverse of petals when fully expanded. These are produced in trusses of ten to fifteen flowers, each truss a bouquet in itself. \$3.00 to \$10.00 each.

Hawthorns 3 to 3½ feet tall.

These are choice little trees grown in pots and forced for Easter. The plants are covered with double rose pink blossoms and are indescribably beautiful. After blooming they can be planted in the open ground. These are the finest novelties of recent years and are very pretty and appropriate. If you want something extra choice and different than the ordinary Easter plant, order these. First size, \$5.00. Second size \$6.00.

Primroses (Primula Obconica)

A fine stock of this showy plant in full bloom at 50c each.



Erna Teschendorf



Dorothy Perkins---The Pink Climber

Kalmia---Mountain Laurel

These magnificent little trees, native in some of the Eastern states, are much admired for their dainty pure white blossoms. As many of our customers once lived in the country where the hillsides in spring are covered with these beautiful flowers, they will appreciate these plants. First size \$2.50. Second size \$4.00.

Geraniums

Owing to an ever increasing demand for these old-time favorites for Sunday schools we have grown a very choice stock of these for Easter. They will be in bud and bloom for that occasion. Colors red and pink. \$2.00 per dozen.

Genista---"Shower of Gold"

These beautiful showy plants are again coming into popular favor. The plants are literally covered with a profusion of bright yellow flowers which remain in bloom a long time. They are certainly very attractive, especially when used with other plants in groups; and also very satisfactory as individual specimens. About 24 to 30 inches in height. \$1.50 and \$2.00 each.

Lilies of the Valley

These sweet scented, delicate flowers are always appreciated by old and young. Per pot \$1.00.

When in the city don't fail to visit our store---You will not be asked to buy

Our church collections --- both plants and cut flowers --- contain extra values

Spireas

These attractive plants with their wealth of foliage and long plume-like blooms are always nice and showy, and especially fine for church decorations. They remain in bloom a long time and as they are perfectly hardy, they can be readily transplanted in the open ground, afterward. Extra fine plants, \$1.00, \$1.50 and \$2.00 each.

Plants for Churches

For the convenience of those who do not know just what to order or who have a limited amount to expend for decorating their church, we offer these special collections, knowing that each one contains special values and we guarantee them to please.

In each collection we include Lilies, Spireas, and other plants specially suited for altar and pulpit decoration. Each collection contains special values, but the selection must be left entirely to us. Orders for these should reach us not later than April 18th.

Prices \$5.00, \$10.00, \$15.00 and \$25.00.

Hydrangeas

(See picture on page 7)

These are old-time favorites, with their showy heads of bloom which last a long time. The new French introductions which we grow, are far superior to the old-time varieties. Colors, white and pink. \$1.50, \$2.00, \$3.00, \$4.00, \$5.00 to \$10.00 each.



Spirea

Japanese Maples

These dwarf trees of the maple family are the brightest and showiest of their kind. The foliage ranges from bright yellow through the various shades of salmon, orange and red to a deep glowing crimson, and are intensely dazzling in appearance. They can be easily kept from year to year and are as easy to grow as an ordinary field maple. They attain a height of 2 to 4 feet in pots. Prices \$2.00 and \$3.00 each.

Lilac

These beautiful reminders of spring are most appropriate for Easter and are "just right" for that holiday. The plants have large heads, well filled with pure white fragrant blossoms in prime condition. Prices \$4.00 and \$5.00 each.

Baskets of Plants

For city delivery we offer a large variety of fancy baskets filled with appropriate blooming and decorative plants, and neatly trimmed with chiffon or ribbon. There is nothing finer for an Easter gift. The best and most critical buyers in the country invariably select a basket when they want something choice and different than the ordinary plant or flower gift. While we can deliver at any address in the Twin Cities, we do not recommend them for shipping on account of the difficulty in packing.

Prices \$3.00 to \$15.00 each.



Basket of Assorted Plants

All orders for \$1.50 or more delivered free to any address in Twin Cities

Decorative Plants

Our assortment of these is one of the largest in the country. Our annual exhibits at the State Fair are the delight of thousands who see them, and give some idea of the extent and variety of our stock. Private parties who contemplate stocking their conservatories should confer with us, as we have many rare specimens. We list only a few of the best and hardiest varieties for general cultivation.

Asparagus Plumosus (Lace Fern)

Well known and extensively grown for house culture, for which it is admirably suited. Prices 75c to \$1.00 each.

Assorted Hardy Ferns

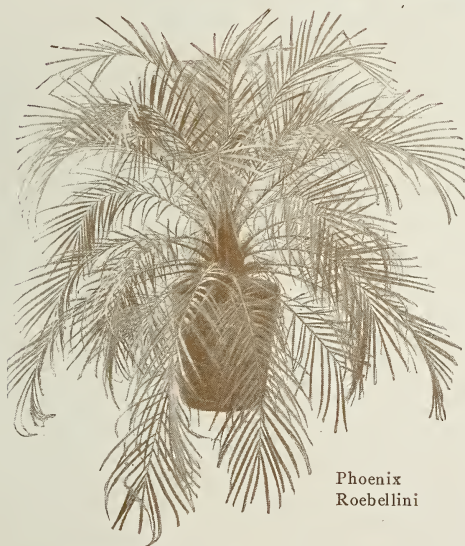
These are grown for filling fern dishes and are short, stocky plants in assorted varieties. We have them in two sizes: Small 15c each, \$1.50 per dozen. Medium 25c each, \$2.50 per dozen. Specimen plants in 5 inch pots, 50c and 75c each.

Boston Ferns

Our stock of these old-time favorites is very choice and we are sure will give entire satisfaction. Plants are well developed, clean, healthy and should thrive nicely in private homes. Prices \$1.50, \$2.00 and \$3.00 each.



The Boston Fern



Phoenix
Roebellii



Hydrangea
(See prices on page 6)

Palms

Our stock of these is very large and complete, but we are listing only a few of the standard varieties that are of the easiest cultivation and will do well with ordinary care and attention.

We have many other choice and rare varieties and will be pleased

to send prices and descriptions on application.

Cocos

The small sizes in these are used chiefly for centers of fern dishes. They are very hardy and last a long time. The larger sizes make most beautiful specimen plants and are of easy growth and culture. Prices 35c, 75c and \$3.00 each.

Phoenix Roebellii

This is the latest introduction in Palms and is the hardest and handsomest variety in cultivation. It is unsurpassed for grace and beauty and is very decorative either for home or for the office. We have the largest and finest stock in America and offer it at extremely low prices.

Small plants \$1.50 each
Medium plants \$6.00 and \$8.00 each
Larger plants \$15.00 to \$25.00 each

The one shown in the picture is a \$25.00 plant and stands about 35 inches high above the tub.



Rhododendron

Rhododendron---Pink Pearl

These are the grandest plants grown for our Easter trade. They are large and showy, have immense clusters of large showy light pink blossoms which are well set off by the beautiful green foliage. The picture above but faintly portrays their stately beauty. They must be seen to be appreciated. If you want something out of the ordinary order these. Prices \$4.00 to \$10.00 each.

Dutch Hyacinths

These bright cheerful little plants, that are grown so extensively in Holland, are highly prized for their delicate coloring, sweet blossoms, and long keeping qualities. Our stock this season is very choice. Prices 35c, \$1.00, \$1.50 and \$2.00 per pot.

Daffodils and Jonquils

These "harbingers of Spring" are always desirable with their wealth of bright yellow and creamy white blossoms. They are extremely showy and are in great favor for home and church decorations. Prices \$1.00 and \$1.50 per pan.



Dutch Hyacinth

20, 22, 24 West Fifth Street, St. Paul, Minn.
